Executive MBA
Leadership | Teamwork | Creative Thinking

Executive Education Centre
NUST Business School
In times of continuous change, unpredictable economics and globalization, intelligent planning and step wise crafting of a career path is imperative. The key to a successful career move is not only to understand the value added for the next level of development but also to associate with a brand name with international prestige and credence.

At NUST Business School (NBS) we are committed to develop value centered business leaders of tomorrow through an education that is entrepreneurial in spirit, ethical in focus, global in orientation and local in application. We have earned a reputation as one of the premier research based universities in the world and one of the top business schools in Pakistan.

Under the current climate of change, the concept of learning must be revisited and evaluated to make it both contemporary and futuristic. This recognition has led to painstaking and careful shaping of our Executive MBA (EMBA) program. With a highly professional and diverse faculty, aided by the wisdom of the business community, alumni, and international collaborators we have designed a program which would offer an empowering and fruitful educational experience. Your investment of time and resources in the program will help forge the strategic perspective and sharpen the competitive edge so critically needed to reach the next level in your field of endeavor. The program is designed to be flexible enough to enable you to learn at a comfortable pace.

At NBS, you will build a valuable set of business contacts in the shape of fellow students, alumni as well as many of the world’s top business leaders who partner with our programs and objectives.

I invite you to take the next leap in your professional life with an Executive MBA from NUST Business School. We look forward to contributing to your success.

Zafar A. Taji
Director General
Executive Education Centre

The Executive Education Centre at NUST Business School is dedicated to transform business executives into world class leaders. It offers executive development programs including Executive MBA, Diploma in Business Administration and Professional Certificates in various disciplines related to business management.

**Leadership** is your ultimate objective and our priority. We believe that organizational success is determined by your ability to positively influence others and this belief is at the forefront in all our executive education programs.

**Team Work** is working together - even when apart. Learn how to harness individual ambition, expertise and energy to create, lead and be a part of dynamic teams.

**Creative Thinking** is a necessity in today’s atmosphere of changing economic patterns, competitive market place, uncertainty, and conflicting opinions. Acquire the expertise to think creatively while balancing acceptable risks and organizational priorities.

**NUST is ranked among top 400 universities in the world out of 30,000 universities by the Times Higher Education in 2008**

**A DECADE OF EXCELLENCE**

Established in 1999, NBS has come a long way to be established as a business school of choice for business management studies. NBS prides on its alumni who are in leading roles in prominent industries and its experienced faculty which brings the corporate world expertise in classrooms offering a realistic learning environment. Coupled with the purpose built, technology driven campus, NBS is positioned to commence its Executive Education programs.
Evolve your experience into expertise
Our EMBA program is more than an opportunity to gain or improve a particular skill. It helps you to evolve your unique experience into an expertise that propels you for the next level in your career and within your organization.

Learn at your own pace
Our programs are designed to offer flexible learning opportunity to busy professionals and entrepreneurs which suits your personal and professional commitments. Classes are held in the evenings and on weekends. You can register in as many courses as you choose and complete EMBA at your own pace. You can also choose to combine courses to earn a certificate or a post graduate diploma thereby further enhancing your range of qualification options.

Who should attend
The EMBA program is designed for middle to senior level working professionals who are ready to take the next step in their careers.

EMBA Facts
Duration 2-4 years with classes in evenings and on weekends.
60 credit hours of course work and 6 credit hours for an industry related research project.
Teaching methodology based on class lectures, case studies, assignments and individual or group projects.

Eligibility Criteria
A minimum of 4 years of full time work experience in an executive position and a bachelors or masters or an equivalent qualification duly recognized by HEC with a minimum CGPA of 2.5 out of 4.00 or 60% marks.

Candidates will be evaluated through an entry test and an interview.
Theories & concepts help solve real world problems only when they are exemplified with practical corporate world insight. Our curriculum is designed around this notion and provides you with the rigor and relevance you need to become a peak performer in your organization. With the minimal of core courses, you have the option to select specialization from three major areas of business management – Human Resources, Marketing and Finance.

**Core Courses (42 Credit Hours)**

- Contemporary Management Principles & Practices
- Quantitative Analysis for Decisions
- Business Accounting
- Business Economics
- Human Resource Management
- Financial Management
- Management Accounting
- Change Management & Organizational Reconfiguration
- Customer Relationship Management
- Strategic Management
- Corporate Governance
- Marketing Theories & Practices
- Corporate Law & Business Environment
- Management Information System

**Choice of Elective Courses**

- Risk Management
- Negotiation & Conflict Management
- Customer Relationship Management
- Managing Technological Change
- Brand Management
- Global Competitive Strategy
- Performance Management Systems

**Electives (18 Credit Hours)**

Four courses can be selected from a range of electives depending upon your chosen specialization or your peculiar career requirements. Elective specialization courses are taught in a case-study mode building upon your academic knowledge and industry know-how.

**Industry Research Report**

As a requirement of the degree, participants are expected to undertake research based upon contemporary issues associated with an industry of their own choice within their selected specialization. Faculty having relevant experience in the subject will be assigned to supervise and guide their research.
NUST is a highly competitive university and maintains its reputation of being selective in the applicant’s academic and professional background. Candidates are expected to fulfill criterion, evaluated on the basis of the following weightages:

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<tr>
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<th>Weightage</th>
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<tbody>
<tr>
<td>Work Experience</td>
<td>25 %</td>
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<tr>
<td>Entry Test</td>
<td>50 %</td>
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<tr>
<td>Academic background</td>
<td>15 %</td>
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<tr>
<td>Interview</td>
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**Work experience**
Applicants for EMBA must have a minimum of 4 years of full-time work experience in an executive position. The admissions committee is interested in the professional skills that the applicant has acquired during one’s career and how the program will compliment and accelerate one’s career development.

**Entry test**
Candidates are required to appear in an entry test prepared to test the intellectual, qualitative and quantitative aspects of an applicant’s professional and academic background.

**Interview**
Applicants who will be shortlisted for admissions will be interviewed by a panel of academicians and top-executives from the industry.

**How To Apply**
Send an e-mail to emba@nbs.edu.pk mentioning your name, qualification, current job, designation, company name, contact number and address.

*Admission Forms can be downloaded from www.nust.edu.pk*